

King County
Quit Line Data Summary
April 1 - June 30, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 475	N = 2,932
Percent of Statewide Calls	18.9%	100.0%
Percent of State Population in County¹	29.5%	100.0%
	County %	State %
Gender	N = 464	N = 2,604
Female	62.3%	62.4%
Male	37.7%	37.6%
Race/Ethnicity	N = 387	N = 2,203
People of Color	24.8%	12.2%
White	75.2%	87.8%
Age	N = 429	N = 2,425
Less than 18 years old	1.9%	1.8%
18 - 24 years old	11.9%	14.6%
25 - 34 years old	23.5%	22.7%
35 - 44 years old	26.3%	27.4%
45 years and older	36.4%	33.5%
Education	N = 417	N = 2,312
Did not graduate high school	14.1%	20.6%
High school graduate	29.7%	35.9%
Some college/vocational school	37.6%	33.6%
College graduate	18.5%	9.9%
Caller Type	N = 468	N = 2,700
General Information	4.7%	9.5%
Health care provider	7.7%	4.9%
Tobacco user	87.6%	85.6%
Payer Type	N = 313	N = 1,873
Insured	32.9%	31.1%
Uninsured	32.3%	30.3%
Medicaid	34.8%	38.6%
Heard About	N = 379	N = 2,176
Past caller	20.1%	15.2%
Employer/worksites	1.6%	0.9%
Health care provider	26.9%	31.3%
Television	13.7%	11.0%
Outdoor advertisement (billboard/bus/wall)	4.2%	1.8%
Targeted mailing	0.5%	0.3%
Great Start	0.0%	0.1%
Radio	1.6%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	5.5%	6.1%
Family or friend	18.7%	23.9%
Health Department	5.0%	6.3%
School	2.1%	1.3%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.